ORDER

Orders	Order / Rev:	105218	_	
	Alt Order #:	06839269	_	
	Product Desc:	RNC-ROMNEY	_	HD
	Estimate:	313	_	KSNV
	Flight Dates:	08/08/12 - 08/14/12	Primary AE:	Amy McCreary
	Original Date / Rev:	08/06/12 / 08/06/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	American Rambler Productions		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		138 Conant St.	Billing Cycle:	EOM/EOC
		Beverly, MA 02494	Agency Commission:	15%
Advertiser	Name:	RNC/ Romney for President	_	
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC03	Order Separation:	00:15:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Account Executive

Amy McCreary

Market

End Date

Bill Plan

Start Date

			_							_	
07/3	30/12	08/14/12	102	\$113,600.00	\$96,560.00	August 2012	102	\$113,600.00	\$96,560.00	0.00	
						Totals	102	\$113,600.00	\$96,560.00	0.00	
Acc	ount Exec	cutives									

Start Of Order - End Of Order

Start Date / End Date

Net Amount

Totals

Month

Spots

Order %

100%

Gross Amount

Net Amount

Rating

Order Share	Share	Total
KSNV	33%	\$113,600.00

Sales Office

Spots Gross Amount

100%

Sales Region

\$344,242.42

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$103,272.73
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$68,848.48
KTUD	0%	\$0.00
KVVU	15%	\$51,636.36
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$6,884.85

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
	E 1	KSNV	08/08/12	08/10/12	Olympics Primetim	e CM	7pm-12am	WTF	:30 1	\$6,000.003	0.00 NM 1	\$6,000.00
					Olympics Primetim	ne						
		OLY PR	IME									
		Star	t Date I	End Date	Weekdays	Spots/Week	Rate	Rating				
_	We	eek: 08/0	06/12	08/12/12	WГF	1	\$6,000.00	0.00				

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Order / Rev: 105218 Advertiser: RNC/ Romney for President

Alt Order #: 06839269 Product Desc: RNC-ROMNEY KSNV

Flight Dates: 08/08/12 - 08/14/12 Estimate: 313

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Da	ıvs	Len Spo	ıts	Rate Pri	Rtg Type	Spots	Amount
		2 08/10/12	Olympics Primetin		7pm-12am		ΓF	:30		\$6,000.003	0.00 NM	1	\$6,000.00
OLY PRI			Olympics Primetir	me									
_	ivi⊑ t Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/0		08/12/12	WГF	1	\$6,000.00	0.00							
E 2 KSNV	08/08/1	2 08/10/12	M-F Early News	CM	5-630p	W	ΓF	:30	1	\$1,000.001	0.00 NM	1	\$1,000.00
NEWS			M-F Early News										
	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/0		08/12/12	WTF	1	\$1,000.00	0.00							
E 3 KSNV	08/08/1	2 08/10/12	M-F 6-7a WakeUp M-F 6-7a WakeUp	J	6-7a	W	ΓF	:30	6	\$700.00 1	0.00 NM	6	\$4,200.00
NEWS			o ra vranco	p w ragnoro									
	Date Date	End Date	<u>Weekdays</u> WTF	Spots/Week	Rate	Rating							
Week: 08/0	-	08/12/12	M-F 6-7a WakeUp	6 w/Wa6M	\$700.00 6-7a	0.00 MT		:30	4	\$700.001	0.00 NM	4	\$2,800.00
L + NOIV	00/10/1	2 00/14/12	M-F 6-7a WakeU	•	0 Tu	1111		.00	-	ψ100.001	0.00 14141	7	Ψ2,000.00
NEWS		5.15 .		0 . 00 .	5.	Б.:							
Start Week: 08/1	1 Date 3/12	End Date 08/19/12	<u>Weekdays</u> MΓ	Spots/Week 4	<u>Rate</u> \$700.00	Rating 0.00							
E 5 KSNV			Today Show	CM	658a-9am	МТ		:30	4	\$1,400.001	0.00 NM	4	\$5,600.00
TODAY			Today Show										
TODAY Start	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/1		08/19/12	МГ	4	\$1,400.00	0.00							
E 6 KSNV	08/08/1	2 08/10/12	Today Show	CM	658a-9am	W	ΓF	:30	6	\$1,400.001	0.00 NM	6	\$8,400.00
TODAY			Today Show										
	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/0		08/12/12	WTF		\$1,400.00	0.00				^	2 22 1114	_	A
E 7 KSNV	08/13/1	2 08/14/12	M-F Today Show M-F Today Show		9-10a	МГ		:30	2	\$500.00 1	0.00 NM	2	\$1,000.00
TODAY I	I		caa, c										
Start Week: 08/1	Date	End Date 08/19/12	Weekdays MT	Spots/Week 2	<u>Rate</u> \$500.00	Rating 0.00							
E 8 KSNV			Olympics Daytime		9am-4pm	W	TF	:30	9	\$1,200.003	0.00 NM	9	\$10,800.00
			Olympics Daytime							* - , =			* ,
OLY DAY		End Data	Wookdovo	Spoto/Mook	Poto	Doting							
Week: 08/0	<u>Date</u> 6/12	End Date 08/12/12	<u>Weekdays</u> WTF	Spots/Week 9	Rate \$1,200.00	Rating 0.00							
		2 08/14/12	M-F Today Show		10am-11am	МГ		:30	2	\$325.001	0.00 NM	2	\$650.00
TODAY 3	2		Today 4th Hour										
	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/1		08/19/12	МГ	2	\$325.00	0.00							
E10 KSNV	08/13/1	2 08/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	МТ		:30	2	\$325.00 1	0.00 NM	2	\$650.00
RR			Nacriaer Nay										
	Date	End Date	Weekdays	Spots/Week	Rate	Rating							
Week: 08/1		08/19/12	MT	2	\$325.00	0.00 MT		.20		¢425 00 4	0.00 NIM	4	¢4 700 00
E11 KSNV	06/13/1	2 06/14/12	Noon News Noon News	СМ	12-1230pm	IVII		:30	4	\$425.00 1	0.00 NM	4	\$1,700.00
NEWS													
<u>Start</u> Week: 08/1	Date 3/12	End Date 08/19/12	<u>Weekdays</u> MΓ	Spots/Week 4	Rate \$425.00	Rating 0.00							
E 12 KSNV			Days of our Lives	CM	1258p-2pm	MΓ		:30	2	\$425.00 1	0.00 NM	2	\$850.00
			Days of our Lives								·		
DAYS Start	Date_	End Date	Weekdays	Spots/Week	Rata	Rating							
Week: 08/1		08/19/12	<u>weekdays</u> МГ	2	<u>Rate</u> \$425.00	Rating 0.00							
E13 KSNV	08/13/1	2 08/14/12		CM	2pm-3pm	МТ		:30	2	\$325.00 1	0.00 NM	2	\$650.00

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Order / Rev: 105218 Advertiser: RNC/ Romney for President

Alt Order #: 06839269 Product Desc: RNC-ROMNEY KSNV

Flight Dates: 08/08/12 - 08/14/12 Estimate: 313

Ln Ch Start En	d Inventory Code	Break Start/End	Time Days	Len Spots	Rate Pri	Rtg Type Spot	S	Amount
	The Doctors							
DRS Start Date End		Week Rate	Rating					
Week: 08/13/12 08/19 E 14 KSNV 08/13/12 08/		2 \$325.00 CM 3-4p	0.00 MT	:30 2	\$450.001	0.00 NM	2	\$900.00
	Dr Phil	OW 0 4P	MI	.00 2	φ-100.00 1	0.00 141	_	ψοσο.σσ
PHIL Start Date End	Date Weekdays Spots	/Week Rate	Rating					
Week: 08/13/12 08/19		2 \$450.00	0.00					
E 15 KSNV 08/13/12 08/	14/12 NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM 4-5pm (4:00 PM-4:	МТ 30 РМ)	:30 2	\$600.002	0.00 NM	2	\$1,200.00
NEWS	Data Waakdaya Snota	Maak Bata	Poting					
Start Date End Week: 08/13/12 08/19		Week Rate 2 \$600.00	Rating 0.00					
E 16 KSNV 08/13/12 08/	,	•	MT	:30 2	\$700.001	0.00 NM	2	\$1,400.00
NEWS	4PM NEWS (1 hour)	(4:30 PM-5:	00 PM)					
Start Date End		Week Rate	Rating					
Week: 08/13/12 08/19 E 17 KSNV 08/13/12 08/	3/1Z	2 \$700.00 CM 5-630p	0.00 MT	:30 4	\$1,000.001	0.00 NM	4	\$4,000.00
	M-F Early News				* .,		-	* 1,000100
NEWS Start Date End	Date Weekdays Spots	/Week Rate	Rating					
Week: 08/13/12 08/19	9/12 MΓ	4 \$1,000.00	0.00					
E 18 KSNV 08/08/12 08/	10/12 M-F Early News M-F Early News	CM 5-630p	WГF	:30 6	\$1,000.001	0.00 NM	6	\$6,000.00
NEWS	•							
Start Date End Week: 08/06/12 08/12		Week Rate 6 \$1,000.00	Rating 0.00					
E19 KSNV 08/08/12 08/		CM 630-7pm	WГF	:30 6	\$1,000.001	0.00 NM	6	\$6,000.00
JEP								
Start Date End Week: 08/06/12 08/12		Week Rate 6 \$1,000.00	Rating 0.00					
E 20 KSNV 08/13/12 08/		CM 630-7pm	МГ	:30 4	\$1,000.001	0.00 NM	4	\$4,000.00
JEP	M-F Jeopardy							
Start Date End Week: 08/13/12 08/15		/Week Rate 4 \$1,000.00	Rating 0.00					
E 21 KSNV 08/13/12 08/		CM 7-730pm	МГ	:30 2	\$1,100.001	0.00 NM	2	\$2,200.00
WHEEL	M-F Wheel of Fortune							
Start Date End	Date Weekdays Spots	Week Rate	Rating					
Week: 08/13/12 08/19		2 \$1,100.00	0.00 WTF	.20 0	£4,000,00.4	0.00 NIM	2	# 2 000 00
E 22 KSNV 08/08/12 08/	M-F Wheel of Fortune	CM 7-730pm	WIF	:30 3	\$1,000.001	0.00 NM	3	\$3,000.00
WHEEL								
Start Date End Week: 08/06/12 08/12		Week Rate 3 \$1,000.00	Rating 0.00					
E 23 KSNV 08/08/12 08/		CM 7:30-8:00Pl	MWГF	:30 3	\$750.002	0.00 NM	3	\$2,250.00
OLY ZONE	News 3 Olympic Zone							
Start Date End		/Week Rate	Rating					
Week: 08/06/12 08/12 E 24 KSNV 08/08/12 08/		3 \$750.00 CM 11pm-12:35	0.00 5am WTF	:30 6	\$1,000.002	0.00 NM	6	\$6,000.00
	Late News during Olymp		JuniWII	.50 0	ψ1,000.002	O.OO INIVI	J	ψυ,υυυ.υυ
NEWS	Data Waakdaya Caata	Mook Poto	Pating					
Start Date End Week: 08/06/12 08/12		Week Rate 6 \$1,000.00	Rating 0.00					
E 25 KSNV 08/11/12 08/	11/12	CM 4am-6pm	S-	:30 4	\$1,700.003	0.00 NM	4	\$6,800.00

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KSNV

Order / Rev: 105218 Advertiser:

Alt Order #: 06839269 Product Desc: RNC-ROMNEY

Flight Dates: 08/08/12 - 08/14/12 Estimate: 313

Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len S	Spots Ra	ate Pri	Rtg Type	Spots	Amount
			Olympics Daytime Olympics Daytime									
OLY DA	Υ		Olympics Daytime	WLLKLIND								
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/0		08/12/12	S-	4	\$1,700.00	0.00						
E26 KSNV	08/11/1	2 08/11/12	Vegas Inc.	CM	6:30-8pm	S-	:30	1 \$75	0.001	0.00 NM	1	\$750.00
OLY ZO	NE		Vegas Inc.									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/0		08/12/12	S-	1	\$750.00	0.00						
E 27 KSNV	08/11/1	2 08/11/12	Olympics Primetin	ne CM	7pm-12am	S-	:30	2 \$6,00	0.003	0.00 NM	2	\$12,000.00
55.11.5			Olympics Primetir	ne								
PRIME (E. J.D.	M/s sledens	0	Data	Detien						
Star Week: 08/0	rt Date	End Date 08/12/12	Weekdays S-	Spots/Week	Rate \$6,000.00	Rating 0.00						
E 28 KSNV			Olympics Late Ne		11pm-12:35		:30	2 \$1,00	0.002	0.00 NM	2	\$2,000.00
			Late News during					_ +.,			_	-
NEWS												
	rt Date	End Date	Weekdays S-	Spots/Week	Rate	Rating						
Week: 08/0		08/12/12			\$1,000.00	0.00	7 .00	4 04 70	0.00.0	0.00 NIM		#C 000 00
E 29 KSNV	08/12/1	2 08/12/12	Olympics Daytime Olympics Daytime		4am-6pm	2	30	4 \$1,70	0.003	0.00 NM	4	\$6,800.00
OLY			Olympios Dayumo	WELKEND								
Star	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 08/0	06/12	08/12/12	S	4	\$1,700.00	0.00						
E30 KSNV	08/12/1	2 08/12/12	SUN. 6PM NEWS		Sun. 6p-7p		30	2 \$1,00	0.00 1	0.00 NM	2	\$2,000.00
NEWS			SUN 6p News Ho	ur OLYMPIC	S(6:00 PM-6:	30 PM)						
_	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/0		08/12/12	S		\$1,000.00	0.00						
E31 KSNV	08/12/1	2 08/12/12	Olympics Late Ne	ws 3 CM	11pm-12:35	amS	30	2 \$1,00	0.002	0.00 NM	2	\$2,000.00
AIF14/O			Late News during	Olympics								
NEWS	rt Data	End Data	Mookdays	Spots/Mosk	Poto	Pating						
Week: 08/0	rt Date 06/12	End Date 08/12/12	<u>Weekdays</u> S	Spots/Week 2	Rate \$1,000.00	Rating 0.00						
	,		-		+ .,000.00					Totals	102	\$113,600,00

RNC/ Romney for President

Totals 102 \$113,600.00